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ABSTRACT

The National Family Day Care Project (NFDCP) was undertaken by the National Council of Jewish Women (NCJW) to create and support demonstration projects for community-based organizations to ensure the availability of high quality family day care. During the first 2 years of the 4-year project, NCJW volunteers in 31 communities in 21 states assessed family day care needs and designed appropriate community service, education, and advocacy projects to respond to them. Each local NCJW section then implemented one or more projects in partnership with key leaders and organizations from the public and private sectors. This booklet contains case study descriptions of some exemplary local projects. The projects focused on: (1) increasing the supply of family day care by identifying and recruiting unregulated providers, educating parents, developing a small grants program for providers, and training providers via public television; (2) developing resources to help family day care providers succeed by helping potential care providers become licensed, providing a mobile resource van, producing a directory of services, and providing grants; (3) encouraging the legal operation of family day care homes by supporting statewide legislation through coalition building, surveying local zoning ordinances, and helping providers apply for licenses; and (4) organizing family day care community education campaigns focusing on consumer education for parents and child care fairs. (AC)

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Highlights of the NCJW National Family Day Care Project

(1988–1992)

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Highlights of the NCJW National Family Day Care Project

(1988-1992)

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Highlights of the NCJW National Family Day Care Project

(1988–1992)

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A National Family Day Care Project Publication

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Introduction To NCJW's National Family Day Care Project

The National Council of Jewish Women (NCJW) is a membership organization of 100,000 volunteers nationwide. NCJW has a century-long history of providing services to children and families of all socio-economic, ethnic, and religious backgrounds. Since 1911, the organization has been working for universal, high quality child care. NCJW Sections (local chapters) have initiated hundreds of community service, education, and advocacy projects in pursuit of this goal.

There is strong consumer demand for child care — in particular for family day care (non-parental care provided in the caregiver's home), because of its warm and inviting setting, flexible hours, consistent caregiver, and small group size. American families who depend on out-of-home child care need more family day care services that are accessible and reliable, with an assurance of quality.

Although family day care nurtures and educates millions of our nation's children, it has received little public attention and support, which has focused primarily on center-based care. Many family day care providers are untrained, unlicensed, and unconnected to the larger child care community. This situation makes improving parental access to care and increasing the quality of care especially difficult.

Governmental regulation can encourage quality, and consumers can be educated about the importance of selecting high quality care. To develop and sustain an adequate supply of high quality family day care services, however, resources must be developed for family day care providers themselves. These include strong family day care associations and effective recruitment, retention, training, and support services for individual providers. Family day care development strategies therefore need to utilize a variety of local resources, including parents, community-based organizations, government policy-makers, and employers.

To help address these needs, in 1988 NCJW volunteers and staff undertook a four-year initiative called the National Family Day Care Project (NFDCP). The NFDCP is a joint initiative of NCJW's Program Services Department and the Center for the Child, a research institute of NCJW.

The NFDCP was designed to create and support demonstration projects for community-based organizations to ensure the availability of high quality family day care. In the process, the NFDCP has been identifying successful methods for designing, implementing, and institutionalizing these local projects. Evaluations by outside researchers from Yale University's Bush Center in Child Development and Social Policy and from Bank Street College of Education's Research Division have provided crucial feedback throughout the course of the NFDCP.

The NFDCP has sought to develop resources to support family day care by working with broad-based coalitions, using a "partnership model" that can easily be replicated in other communities. During the first two years of the NFDCP, NCJW volunteers in 31 communities in 20 states assessed family day care needs and designed appropriate community service, education, and advocacy projects to respond to them. Each local NCJW Section then implemented one or more projects in partnership with key leaders and organizations from the public and private sectors. This booklet contains case study descriptions of some exemplary local projects.

Many of these demonstration projects are ongoing and will keep strengthening family day care long after the formal conclusion of the NFDCP in September, 1992. In addition, other local NCJW Sections have recently undertaken family day care projects using the knowledge and resources generated by the NFDCP. These NCJW volunteer efforts ensure that the NFDCP's impact on family day care at the community level will continue.

The NFDCP has also sought to address the needs of the family day care field as a whole. The final two years of the NFDCP have concentrated on publication dissemination and technical assistance, to transfer NCJW's knowledge and experience to others. These efforts are intended to build the capacity of organizations that work to support family day care, including family day care provider associations and child care resource and referral agencies (R&Rs).

The National Family Day Care Project—Making A Difference

*By **Dr. Edward Zigler,** Director*
Bush Center in Child Development and Social Policy, Yale University

Dr. Edward Zigler

We all know that family day care is a young and growing field that still suffers from isolation, fragmentation, and a lack of resources. In the April, 1990 edition of this publication, I wrote about how important the National Council of Jewish Women's National Family Day Care Project (NFDCP) is for strengthening family day care and for illustrating the role that volunteers can play in the process. Now, just two years later, I am delighted to report that, through the NFDCP, we are seeing the benefits of harnessing the energy of volunteers in support of American children and families.

The NFDCP is providing practical information and technical assistance to communities to help improve family day care initiatives and to promote the development of community-based child care organizations. This strategy of strengthening the support systems for family day care by building the capacity of other organizations is leading to a dramatic increase in both the supply and the quality of family day care across the country. The 29 local volunteer demonstration projects described in this booklet are good examples of the impact of the NFDCP.

The Project has steadily increased the visibility of family day care and the role of volunteers by publishing helpful guides and fact sheets, disseminating information in the media, and conducting workshops throughout the country. This spotlight has caught the attention of child care organizations, government and corporate decision-makers, and community leaders, helping to forge alliances and strengthen the field.

For example, I strongly recommend the NFDCP's most recent publication, *The Partnership Guide: Strategies for Supporting Family Day Care in Your Community,* as an invaluable resource for understanding how to build and maintain support for family day care in any community. The publication discusses the importance of working with advisors and partners, institutionalizing family day care in itiatives, and developing productive relationships with funding organizations.

Through the NFDCP, the National Council of Jewish Women has provided a model for the early childhood field of how volunteer initiatives can serve children, parents, and child care providers effectively. This model illustrates that the volunteer sector is more than just a complement to public and private sector support of American children and families. It also has a crucial leadership role to play in setting the child care agenda.

Working With Advisors And Partners

*By **Lynn Lyss,** Chairwoman,* National Family Day Care Project

Lynn Lyss

During the course of the National Family Day Care Project, we have learned a great deal about fostering community development. While many elements have contributed to the Project's achievements, they all center around one factor: the formation and maintenance of effective, productive partnerships. Local, state, and national partnerships have enhanced NCJW's ability to utilize resources more efficiently, and have generated creativity and innovation within the Project. In addition, NCJW and its partners and advisors have helped increase the attention paid to family day care across the country. Speaking from NCJW's experiences with the National Family Day Care Project, I want to take this opportunity to share some effective strategies for working with advisors and partners.

Successful community partnerships benefit families, service providers, organizations, and projects, but they require time and energy. Most organizations are already too busy, and working with advisors and partners means more meetings and new questions of control, responsibility and credit. These political issues among organizations may surface when working with advisors and partners. So why work with advisors and partners?

Partnerships allow you to undertake projects you could not do alone. Resources are limited, which makes it necessary to combine money, knowledge, skills, people-power and organizational contacts if community concerns are to be effectively addressed. No organization working alone is as effective in meeting the needs of its community as it can be if it works with other groups. Partnerships help your organization to:

- **Raise Funds.** Working with advisors and partners may be the only way to raise the resources necessary to address community needs. Advisors and partners increase a project's funding potential in at least four ways:
  1) funding organizations are impressed by projects that have the support and guidance of several key organizations;
  2) advisors' and partners' contacts with funding organizations and officers can be useful;
  3) more advisors and partners mean more in-kind resources, such as secretarial help, office space, graphic design, and printing;
  4) some partners are able to provide direct financial support to the project.
- **Achieve a Broader Base of Community Support.** Leaders of other organizations will be more likely to understand and support your project if they are involved in its development and implementation. They can then publicize your project to members of their organization and to their other community and media contacts. Advisors and partners from diverse ethnic, economic and religious groups will help make your project relevant to larger, more varied sectors of the population, giving you a broader base of community support and resulting in a more effective project.
- **Move Beyond Competition to Meet Community Needs.** Working with advisors and partners increases the likelihood that your project will address community needs efficiently. By coordinating efforts, competing organizations can avoid unnecessary duplication of services, make the most of available resources, and increase the scope of the project.

Partnership Tips

- **Work with a variety of advisors and partners.** Try to work with advisors and partners from diverse ethnic, economic and religious groups. Consider working with direct service agencies, government agencies, volunteer organizations, religious groups, community colleges and universities, employers, funders, the media, and representatives from the group of people the project serves. Preserve each organization's identity by respecting organizational and cultural differences and by communicating openly and often.
- **Be flexible.** Some organizations may be interested in sitting on an advisory board or reviewing your project's publications. Other groups will be able to contribute resources and share responsibility for the project's implementation. Whatever roles your partners take, share the credit as well as the work.
- **Understand the partner organization.** How does this project help your partner reach its organizational goals? What are its members? What are its resources? Is your partner a local affiliate of a national organization? How supportive is the national organization of the local affiliate's project?
- **Clearly define roles and goals.** Build on existing strengths, and share control and responsibility. A formal or informal contract or plan can address goals, responsibilities, contributions, how decisions will be made, and how publicity will be handled.
- **Treat funding organizations as you would other partners.** This will enhance fundraising efforts. Find out each funding organization's interests, create opportunities for funding officers to get to know you and your organization, and invite funding officers to conferences in the field. Whether funding organizations become partners or not, maintain contact with them and keep them informed about your project.
- **Perform an evaluation.** This increases the credibility of the organization/coalition and the project. An evaluation should include a case study of the process and should be ongoing — continuing at least two to three years from the project's start — to examine the real effect of the project on the community.
- **Institutionalize.** Institutionalization means that a project has acquired ongoing funding and other resources to continue into the future. Careful planning helps good projects continue. Lack of advance planning for the continuation of a project may mean that an excellent project ends too soon.

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[1] Each NCJW Section that pursued more than one strategy appears in the index under each of the strategies it pursued. Its case study description, however, appears only once, under the primary strategy that the section pursued. (For example, Houston is indexed under both Zoning Advocacy and Recruitment and Orientation, but its case study description appears with the other Sections that did Zoning, because that was its primary strategy.)

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Strategy: Increasing the Supply of Family Day Care

Photo: Ron Garrison © Zoological Society of San Diego 1991

Goal: Recruit and orient family day care providers to increase the supply of quality, regulated family day care.

Types of NFDCP site activities included:

- Recruiting providers into the regulated system — both unregulated providers and those new to the profession;
- Running orientation sessions for unregulated providers and potential new providers, and assisting them with the regulation process;
- Advocating for improvements in regulatory procedures and standards;
- Connecting providers with start-up and ongoing training.

Site: CHICAGO, IL

Activity: City-Wide Provider Recruitment and Training

The NCJW Chicago Section organized a coalition of public and private sector organizations in November, 1988 to increase the supply and quality of family day care in the city. The coalition included the local provider association, the new statewide resource and referral system, the Coalition of Labor Union Women, corporations, the University of Illinois, the Jewish Children's Bureau, the government licensing agency, and a public relations firm. The Chicago Section chaired this coalition.

In May, 1989 the coalition sponsored a community symposium to publicize the NCJW Section's findings concerning the local need for family day care, and to encourage action on the issue. Over 100 people attended the symposium, and the media covered the event extensively.

A month later the coalition held strategy development meetings for social service and government agencies, the business sector, and funding organizations. The meetings were successful in generating interest and support for a city-wide family day care recruitment campaign.

In Spring, 1991 the Chicago Section launched its family day care provider recruitment project, with cooperation from the Illinois Department of Children and Family Services and the Cook County Child Care Resource and Referral Agency (CCR&R). This effort, funded by a grant from the Harris Foundation, was coordinated with the state's recently formed child care resource and referral system. Starting in September, 1991, NCJW Section volunteers attended orientation sessions conducted by licensing officials from the state Department of Children and Family Services, and informed potential providers that they would receive follow-up phone calls from the Section, to provide additional information, answer questions, and connect them to appropriate training programs and resources. The Chicago Section and the Cook County CCR&R jointly wrote the training materials for the volunteers. The Cook County CCR&R did the provider training. The Department of Children and Family Services expressed interest in replicating the project in other parts of the state.

As a consequence of the Chicago Section's work, the child care community as a whole began working together for the first time. A coordinated plan was developed to support family day care in the city. The Section also fostered media coverage of the need for more family day care in Chicago.

In addition to the city-wide project, the coalition also launched a statewide program — the Illinois Family Day Care Initiative (IFDCI). United Way of Metropolitan Chicago agreed to be the fiscal and governing agent for the project. Some members of the original Chicago coalition became part of the new IFDCI. The IFDCI was funded by private foundations and corporations and by local and state agencies. The NCJW Chicago Section was represented on the steering and communication committees of the IFDCI.

Site: LOUISVILLE, KY

Activities: Identifying and Recruiting Unregulated Providers; Educating Parents about Family Day Care; Advocating for Improvements in State Regulation

The NCJW Louisville Section began working with its local resource and referral agency (Community Coordinated Child Care — 4Cs) by helping to identify over 75 unregulated providers. Volunteers located newspaper and

community bulletin board advertisements and then worked from the phone numbers to find addresses. The resource and referral agency invited these unregulated providers, many from low income neighborhoods, to its second annual family day care conference, and offered sessions on how to start a regulated family day care home and on what training is available in the community. Ten of the 75 providers that the Section identified attended the training, a high rate of attendance for providers with little or no contact with the regulated system. The 4Cs then kept these unregulated providers on its mailing list and encouraged them to become regulated.

Following up on this project, the Section worked with the 4Cs to distribute *Choosing Family Child Care: A Handbook for Parents,* a publication of NCJW's National Family Day Care Project (see the National Family Day Care Project's publications list for more information). Approximately 500 copies of the booklet, locally-tailored with a listing of Louisville child care resources, were made available through the 4Cs. In addition to providing information to parents, the booklets were utilized as self-assessment tools for family day care providers. The Section helped to publicize the booklet through a newly-launched cable television show, produced in partnership with the Coalition of 100 Black Women and the Junior League of Louisville.

The Section worked with the Louisville 4Cs to simplify the registration system for small family day care homes and to reduce the excessive requirements for large group day care homes. The Section was also a key member of the Committee established by Metro United Way to help address Louisville's child care needs.

On the state level, the Louisville Section worked with the resource and referral agency to advocate for mandatory registration, in place of licensing, for family day care providers caring for four to six children. Previous laws required providers with four to six children to become licensed. Licensing includes excessive regulations for homes of that size, however, and as a result Kentucky had the smallest number of regulated family day care homes of any state in the US. The Section and the R&R felt that mandatory registration would reduce some of the excessive requirements of the old licensing system.

The Section also assisted the 4Cs with its new *Family-to-Family Initiative.* The 4Cs received a $230,000 grant over three years from Dayton Hudson's Target Stores to implement the *Family-to-Family Initiative.* This program included recruitment, retention and training of family day care providers, setting up provider associations, educating the community, and assisting with home accreditation. The Section provided part of the necessary matching funds for this grant; other local supporters of the project included the City of Louisville and the Junior League. Members of the Louisville Section served as President, Vice President, and Public Policy Committee Chair of the 4Cs board.

Site: WORCESTER, MA

Activities: Producing a Recruitment and Orientation Videotape; Developing a Small Grants Program for Providers

The NCJW Worcester Section produced a 10-minute recruitment and orientation videotape with its local resource and referral agency (the Child Care Connection) to introduce potential providers in Massachusetts to the realities of being family day care providers and to the available community supports. The videotape is called *Sharing the Growth: The Family Day Care Partnership.* Twelve resource and referral agencies (R&Rs) across the state and many other child care agencies nationwide started using the videotape regularly when orienting and training new providers. The resource and referral agencies also used the videotape to illustrate family day care to employers.

An additional way in which the Section was involved with recruitment was through a campaign in the county school system. The Section helped the R&R recruit providers by printing and distributing flyers to parents of elementary school children. Potential providers who attended the R&R's training session viewed the Section's video.

In April, 1989, during the Week of the Young Child, the Worcester Section co-sponsored a family day care recognition dinner with the local resource and referral agency. The dinner was free to 150 licensed providers and featured a keynote speech by a columnist from *The Boston Globe,* musical entertainment, a catered dinner, door prizes from local merchants, and presentation of the *Sharing Book for Family Day Care Providers.* The *Sharing Book,* developed by the Worcester Section, contains ideas from 100 local family day care providers regarding meals and snacks, activities, crafts, parent/provider relations, and business policies. The book was distributed to 750 local providers and hundreds more nationwide.

The Section then planned to begin a small grants program in the Fall of 1991, in conjunction with Child Care Connection and six family day care systems. This program was designed to assist low income providers, either by helping with their start-up costs for becoming licensed or by providing funds to enrich an already established family day care home. The Section worked with bilingual R&R staff to promote the mini-grant program in Spanish-speaking neighborhoods.

In its first year the program aimed to grant up to $200 each to approximately 25 providers. Grant monies would help providers buy equipment and pay for small renovations. The Section hoped to expand the program the following year to serve more providers.

For information about ordering copies of the *Sharing Book* or the *Sharing the Growth* videotape, contact the NCJW Worcester Section at 633 Salisbury Street, Worcester, MA 01609.

Site: BIRMINGHAM, AL

Activity: Training Providers via Public Television

The NCJW Birmingham Section organized the first effort in Alabama to train child care providers and other early childhood professionals via public television. In Winter, 1990, the Section advocated for Alabama Public Television (APT) to air "Raising America's Children" (RAC), a 10-part series on child development, made by the Frank Porter Graham Child Development Center and the North Carolina Center for Public Television.[2]

In addition to securing coverage of the entire series, the Section worked with the state Department of Human Resources (DHR) to sponsor a related training program, which allowed child care providers to satisfy the state's annual four hour training requirement. As part of this effort, NCJW volunteers assisted in sending out 4,000 copies of a DHR newsletter that included a registration form for the training program. 2,400 of those newsletters were sent to family day care providers.

Two-hundred-nineteen child care centers and providers registered for the training; 87 were family day care providers. The Birmingham NCJW Section distributed more than 600 study guides to participants in the training. In collaboration with the Zonta Club of Birmingham, they also supplied more than 500 copies of the RAC Parenting Notes to APT, which distributed them to interested viewers.

By reaching thousands of viewers through public television, RAC offered an economically viable means of training in a state with limited funding for such programs.

Site: CLEVELAND, OH

Activities: Recruiting and Linking Providers to Family Day Care Support Services; Supporting a Family Day Care Track at the Statewide Child Care Conference

In June, 1989 the NCJW Cleveland Section distributed posters, flyers, and brochures to 300 sites across the county as part of a family day care provider recruitment campaign. The campaign, "Starting a Home Day Care Business Isn't Just Kid Stuff," was sponsored by a public-private partnership, the Child Day Care Planning Project of Cuyahoga County. Its goal was to recruit providers and to link them to quality day care agencies and centers that sponsor the Child Care Food Program and that assist providers in all aspects of running a family day care business and caring for children. As a result of the project, approximately 400 new family day care slots were created for children and 150 additional family day care homes began participating in the USDA Child Care Food Program. Local child care agencies continued distributing the flyers.

In May, 1991, the Cleveland Section joined forces with NCJW volunteers in Cincinnati and Columbus to co-sponsor a family day care track at the state Association for the Education of Young Children (AEYC) annual conference. The three NCJW Sections donated funding to subsidize the registration fees of the 70 family day care providers attending the conference, thus reducing a major barrier to provider attendance.

For copies of the recruitment campaign's flyers and brochures, contact Starting Point at 3135 Euclid Avenue, Suite 301, Cleveland, OH 44115, (216) 431-1818.

Site: ST. PAUL, MN

Activity: Recruiting and Training Providers to Care for Infants

The NCJW St. Paul Section worked with its local Jewish Community Center's (JCC's) child care center to recruit and train family day care providers to care for infants. The original goal of the Section and the JCC had been to follow up the training with the establishment of a network of 6-10 family day care homes, to serve between 18 and 30 infants. These homes were to be affiliated with one another and supervised by the JCC with volunteer support from the Section. The project received a total of $14,000 in start-up funds from the St. Paul Foundation, The F.R. Bigelow Foundation, the City of St. Paul Child Care Partnership Program, and the NCJW St. Paul Section.

The initial portion of the project was very successful, training 14 new family child care providers (mostly low and middle income) and assisting 15 others to start the licensing process. Once trained, providers found that, because of the tremendous need for infant care, they could fill their infant slots on their own. Most of them opted not to join the network therefore, since they preferred being independent of outside supervision. The project thus succeeded in helping to meet the community's need for infant care, but not through the method that the Section and the JCC had originally envisioned.

[2] This effort was part of NCJW's national Raising America's Children Project, in which 38 NCJW Sections successfully advocated for the airing of the RAC program on a total of 140 stations. It is included in this guide because it addresses local family day care needs with an effective and innovative model.

Strategy: Developing Resources to Help Family Day Care Providers Succeed

Goal: Develop resources to retain providers in the field and to help them deliver quality care, run small businesses, and avoid "burn-out."

Types of NFDCP site activities included:

- Establishing small grants or purchasing programs to assist low income providers with the costs of start-up, licensing and regulation, equipment, and quality improvement;
- Creating resource rooms and vans to offer providers educational materials and training;
- Organizing training for providers on health and safety issues, running a small business, stress management, and child development;
- Producing directories of services for family day care providers;
- Supporting the attendance of family day care providers at child care conferences;
- Helping to start a child care resource and referral agency.

Site: BALTIMORE, MD

Activities: Helping Potential Providers Become Licensed; Purchasing Equipment and Toys for Providers

In August, 1988, the NCJW Baltimore Section and the Junior League of Baltimore launched the Side by Side Family Day Care Coalition, the first partnership of child care advocates and women's volunteer groups in the area. Side by Side works to increase the supply of quality family day care in Baltimore City and Baltimore County for infants, toddlers, and pre-school children.

Side by Side's first project, which focused on helping providers become licensed, included a mentoring component and a resource incentive component. For the mentoring component, mentors from the volunteer organizations directly assisted and supported potential providers going through licensing procedures and setting up their homes. The resource incentive component offered providers funding for equipment and materials necessary to meet state licensing regulations and to operate a quality program. Each provider received a resource packet with a "shopping list" of items from which she was able to choose what she needed.

To participate in Side by Side's program, providers had to sign an agreement to make a child care spot available to at least one infant and/or one child subsidized by the state's "purchase of care" program, and to remain in business for at least one year.

United Way of Central Maryland awarded Side by Side a Community Problem Solving Venture grant of $56,000 (over two years). This grant was matched by funds raised by the Baltimore Section and the Junior League, which committed to the project over that same period. Side by Side used the combined funds to open 67 licensed family day care homes over two years, making available at least 314 child care spaces. Each provider received up to $500 in tangible goods — health and safety equipment, educational toys, and equipment to care for infants. The remainder of the funds were used to pay for procedures necessary for licensing, such as fingerprinting and medical examinations.

The efforts of the project also led the statewide resource and referral agency to advocate for a bill requesting a start-up grant for a similar state-sponsored program. In 1991, the state legislature established a grant program to assist family day care providers with resources to help them open registered family day care homes. Grants were allocated to family day care providers and potential providers who take

in infants, low income children, and children with special needs. In addition, Baltimore City and County agencies expressed interest in establishing a complementary mentoring program similar to the Side by Side Coalition's.

Side by Side partners included: the Baltimore NCJW Section; the Junior League of Baltimore, Inc.; the Alpha Kappa Alpha Sorority, Epsilon Omega Chapter; the League of Women Voters of Baltimore City and County; the American Association of University Women; the DHR Office of Child Care Licensing and Regulation; the Maryland Committee for Children; the Mayor's Office for Children and Youth; the Baltimore County Office for Children; and the Maryland State Association of Family Day Care, Inc.

Site: MIAMI, FL

Activity: Mobile Resource Van and Newsletter for Providers

The NCJW Greater Miami Section collaborated with the Kiwanis Clubs of Dade County, the Junior League of Miami, and the Metro Dade County Human Resources Department to sponsor a mobile resource van for licensed family day care providers. The van served primarily low income providers, who are often isolated because they do not have substitutes, and/or because the private and public transportation available to them is inadequate.

By 1991 over $65,000 had been raised in grants and in-kind services. The Kiwanis Clubs furnished the van; the Department of Human Resources contributed a full-time early childhood specialist with experience working with family day care providers, as well as a driver; and the NCJW Section and the Junior League outfitted the van and purchased educational toys and materials. After the partnership began, an independent not-for-profit entity was created, Resourcemobile, Inc., with members of the founding organizations on its board. This new group received continuing support from the county.

The resource van would visit three to four homes a day, returning to each home approximately every four to six weeks. The pilot project worked with only 55 of the county's 300 licensed providers in order to ensure high-quality service. The organizations involved in the project expressed interest in eventually starting up a second van and/or purchasing smaller vans or station wagons to provide follow-up visits.

The Resourcemobile provided providers with developmentally-appropriate educational toys and materials to supplement their existing resources. Along with relieving providers' isolation, creating an incentive for becoming licensed, and offering training and new program ideas, the Resourcemobile also created an outing and learning opportunity for the children.

As a complement to the Resourcemobile, a newsletter, "Connections," was published and distributed to family day care providers. The newsletter, to which providers contributed articles and made editorial suggestions, was sent to hundreds of licensed providers in Dade County. The Metro Dade Law Enforcement Trust Fund (an agency which distributes recovered "drug money") granted $5,000 to support the first year of publication and distribution.

The Miami Section also worked with providers to encourage parents in their programs to get involved in advocacy. In particular, the Section participated in the Governor's Constituency Breakfast, which was held to bring people from the child care community together to develop the advocacy skills of the community.

Site: KANSAS CITY, MI

Activity: Producing a Directory of Services for Providers

The NCJW Greater Kansas City Section produced a directory of local support services available to family day care providers *The Family Day Care Provider Support Services Directory*. The Section designed the directory for use by providers as well as by the agencies that work with them. The directory was distributed to 3,000 providers and 300 agencies, along with a handbook on how to start up a family day care home. The accompanying handbook was developed by Heart of America Family Services (HAFS), a social service agency that provides resource and referral services. Copies of the NCJW directory will continue to be distributed as new providers become licensed.

The directory supplies information on operating a family day care home, things to do with children, networking opportunities, nutrition and safety, emergency services, professional growth and training, caring for children with special needs, and assisting families in need. In addition, the directory includes appendices on publications, corporate involvement in child care, child advocacy organizations, public school districts, and frequently-called numbers.

The Section developed the directory with the assistance of an advisory committee, which included provider associations, resource and referral agencies, regional licensors, the university early childhood education department, the YWCA, the Department of Labor's Women's Bureau, the United Way, Child Care Food Program sponsors, health departments, school districts, Schools of the 21st Century, local foundations, and various other local agencies offering services to providers. A group of family day care providers reviewed the directory before its publication.

Grants totaling $7,500 were obtained from three local foundations, the Women's Bureau of the Department of Labor, and U.S. Toys and Constructive Playthings. The funding was used to print and distribute 10,000 directories in the greater Kansas City five-county area.

After the directory was published, the Section held a joint press conference with HAFS in August 1990, to announce the release of both publications. The Section distributed its directories to approximately 12 community agencies, which in turn has been disseminating them to

providers. The Section also launched a public awareness campaign in the print, radio and television media.

As a follow-up to the project, the Section conducted a user evaluation. They also planned to update and reprint the directory within a 3-5 year period. HAFS agreed to do the updating and reprinting if the Section could not.

For information on ordering copies of *The Family Day Care Provider Support Services Directory,* contact the NCJW Kansas City Section at 2310 W. 75th Street, #LL1, Shawnee Mission, KS 66208, (913) 677-0747.

Site: OMAHA, NE

Activity: Small Grants for Providers

The NCJW Omaha Section started a small-grants program in conjunction with the statewide family day care provider association — the Mid-West Child Care Association (MCCA) — to assist low income providers in obtaining or maintaining their licenses. MCCA created a slide show to promote the grant program.

A total of $5,500 was allocated over the first two years of the program. Grants to individual providers were usually limited to $150, but larger grants up to $300 were also awarded, because the Section found that covering partial costs often did not help low income providers.

Most providers used the Section's grants to purchase equipment to care for infants or to pay for training. One provider was able to replace bookkeeping materials destroyed in a fire; another purchased a new sink and dishwasher to expand to a large family day care home.

As an outgrowth of the original project, the Section started to offer funding to large groups of providers for training and training materials. A baby furniture lending library was also established, with safety gates, cribs and high chairs that providers can borrow through the MCCA. When it was needed, the Section supplied equipment directly to providers. The Section also provided baby food to the MCCA pantry. Baby food had previously been unavailable at Omaha food banks, so the Section was the pantry's only source. In addition to its own contributions, the Section arranged for a 50-carton donation of baby food from the Heinz Corporation.

The Omaha Section funded two events for providers: a training meeting on state licensing requirements and a day-long conference ("Anti-Burnout Day") that included a provider recognition luncheon, training, support workshops, and entertainment. Starting in 1988, in the month of August the Section also sponsored a child care fair for local families. Booths and workshops included all types of child care available in Omaha. The fair was partially funded through the cooperation of a local television or radio station and a variety of in-kind donations; outside funding was provided by Mutual of Omaha and other local businesses.

Site: PHOENIX, AZ

Activity: Organizing Provider Training Sessions

The NCJW Valley Section (Phoenix) launched its child care programming by convening a public forum moderated by Susan DeConcini, Chair of the Advisory Committee of the Adolescent Parent Child Resource Center in Tucson, Arizona, and wife of Senator Dennis DeConcini. Panelists included representatives from business, government and the child care community. Co-sponsors of the event were: the Arizona Association of University Women, the Arizona Federation of Business and Professional Women, the Junior League, the League of Women Voters, the Phoenix College Women's Center, the Phoenix Women's Commission, and the YWCA of Maricopa County. In addition, the program had over 30 co-endorsers.

The Section then began to focus on family day care, working with a local resource and referral agency (the Association for Supportive Child Care) to increase the agency's family day care provider membership. Members received referrals, a newsletter, other publications, and were given access to regular training, liability and medical insurance, and support groups.

The Valley Section sent out a questionnaire to 400 unregulated providers to try to improve attendance at the resource and referral agency's training sessions. The questionnaire asked what kind of training providers would attend as well as what day of the week, what time of the day, and which location were most convenient. Over 125 providers sent back the questionnaires.

In response to providers' overwhelming requests, the Section organized a training session on dealing with stress and avoiding "burn-out." America West Airlines, which operates a network of family day care homes in Phoenix, co-sponsored the training and provided some financial support. Fourteen providers attended the training. The providers who attended rated the session highly.

NCJW also participated in the Arizona Child Care Resource and Referral Project, which was funded by the American Express Foundation. The project produced a report on child care needs in Arizona, including a new plan for statewide resource and referral services.

Site: CINCINNATI, OH

Activity: Supporting a Family Day Care Track at the Statewide Child Care Conference

In 1990, the NCJW Cincinnati Section sponsored a major outreach effort that brought 70 family day care providers to the state Association for the Education of Young Children (AEYC) annual conference. This was the first year the AEYC offered a special family day care track. NCJW paid half of the registration fee for each of the family day care providers, thus reducing a major barrier to provider attendance.

The Cincinnati Section and its advisory committee, comprised of local child care professionals and other public sector organizations, co-sponsored a booth at the conference with materials for family day care providers. The Section also held a social networking reception for providers at the conference and collected door prizes. The prizes were chosen from a "wish list" of items submitted by providers, including movie passes and a week of house-cleaning service. Additionally, NCJW offered a workshop on the National Family Day Care Project.

In 1991, the Cincinnati Section collaborated with two other NCJW Sections — Cleveland and Columbus — to sponsor the subsidy program for the AEYC annual conference. AEYC also joined the partnership by doing the publicity for the project. As the next step in its family day care project, the Cincinnati Section planned to start a mobile resource van service to bring materials and training to providers.

The Section's advisory committee included individual fami-ly day care providers, the Hamilton County Department of Human Resources, local family day care satellites, the local AEYC, and the local Community Coordinated Child Care.

Site: ANNAPOLIS, MD

Activity: Small Grants to Low Income Providers

The NCJW Annapolis Section designed a program to distribute small grants to family day care providers to assist with the costs of setting up their homes to care for children, becoming regulated, and/or improving the quality of their homes and programs. The program was initiated as a pilot project to provide mini-grants to low income family day care providers who are residents of public housing. In 1992, the county will adopt direct supervision of the project, integrating it into county-wide child care services efforts. The Annapolis Section will continue to provide financial support for the small-grants program and will assist in the selection of grantees. The Section awarded the first two mini-grants in June, 1991.

Information about the mini-grants program was included in resource packets that the county child care coordinator distributed to potential providers. The program was also promoted through the city and county public housing authorities, the county's Office of Child Care Licensing and Regulation, and the county's child care Resource Assistance Program.

The Annapolis Section worked with an advisory committee that included the county's family day care association, the county child care coordinator, the Office of Child Care Licensing and Regulation, and the Maryland Committee for Children.

[3] This effort is part of NCJW's Work/Family Project and is included in this guide because it addresses local family day care needs with an effective and innovative model.

Site: NEW ORLEANS, LA

Activities: Helping to Start a Child Care Resource and Referral Agency; Child Care Fair to Educate the Public

The NCJW Greater New Orleans Section committed funding and volunteer labor for a three-year period to assist in the development of Child Care Resources (CCR), the first comprehensive resource and referral agency in the area.[3] During CCR's first year, it served over 500 parents, over 665 child care centers, and over 100 family day care homes. It also provided numerous workshops for providers. Other CCR funders included: Mervyn's, The Greater New Orleans Foundation, the Louisiana State Department of Education, and Work/Family Directions.

CCR is a project of Agenda for Children, a statewide, non-profit child advocacy agency. CCR was originally launched at the NCJW New Orleans Section's Child Care Fair in July, 1989. The Fair provided information to the public about locally available child care resources and about balancing family and work needs. It featured special programs on child care issues by a number of local organizations, as well as information booths, displays, and activities for children.

In putting on the Fair, the New Orleans Section worked with an advisory panel consisting of representatives from a variety of community-based and government organizations, including: the local Chamber of Commerce; the Parenting Center; New Orleans Public Schools; the Ecumenical Child Care network; WDSU-TV 6; St. Marks Community Center; the University of New Orleans Department of Sociology; Associated Catholic Charities; Jefferson Parish Schools; the Newcomb Child Care Center; the Urban League Parent Child Center; and Agenda for Children.

Site: PORTLAND, OR

Activity: Resource Room for Providers

In the Summer of 1990, the NCJW Portland Section opened the Child Care Providers' Resource Room, with materials for providers including magazines, books, and handouts on topics such as running a small business, child development, and nutrition. All the registered family child care providers in the area were invited to the opening of the room and given notepads printed with the resource room's phone number. The Section raised the annual budgets for the Resource Room's operating costs ($11,000 the first year; over $15,000 the second) through its own financing, foundation grants, and small fundraising events. For example, the Oregon Community Foundation contributed $3,000 toward the Resource Room's first year of operation.

The Section publicized the resource room by means of cable television, articles in local child care newsletters and

newspapers, sponsoring a logo contest, and offering a workshop for parents and grandparents. In the Spring of 1991, the resource room helped the community prepare for the Week of the Young Child, paying for a mailing to 2,300 providers and offering heavy newsprint with which to make life-size cut-outs in order to "Take the Children to Work."

The resource room was open one evening per week or by appointment; providers and others could also call in with their questions. The room's clientele broadened to include all people responsible for the welfare of children ages 0-12.

In addition to offering resources to providers and others, the facility was available for meetings and events of small groups involved in child care. The Provider Resource Organization (PRO) used it for provider training sessions, and Metro Resource and Referral used it for staff meetings. The Section held other trainings for providers and parents in the Fall of 1991.

Site: FIVE TOWNS, NY

Activity: Training Providers

The NCJW Peninsula Section (Five Towns, Long Island) worked with the local social service organization (Five Towns Community Council) to offer training to providers in health and safety, child development and the educational value of children's play, and communicating with parents. Thirteen providers attended the series of four workshops, a very good turnout for the area. The program was held in Fall, 1989.

Nine of the providers also came to an extra session on how to run a family day care business. A sixth meeting was offered for parents on how to seek quality child care.

Strategy: Encouraging the Legal Operation of Family Day Care Homes

Photo: Ken Graham © Zoological Society of San Diego, 1991

Photo: Meg Lundgren

Goal: Advocate removal of serious barriers to the existence and expansion of family day care posed by restrictive zoning ordinances, deed restrictions, and procedures.

Types of NFDCP site activities included:

- Advocating modification of local and/or state zoning ordinances;
- Assisting family day care providers seeking conditional-use permits or waivers;
- Advocating for regulatory, licensing, registration, and other laws to support providers.

Site: HOUSTON, TX

Activities: Supporting Statewide Legislation through Coalition Building; Identifying, Recruiting, and Training Potential Providers

The NCJW Greater Houston Section was involved most recently in zoning advocacy for family day care. Previously, the Section worked with the local resource and referral agency (Initiatives for Children) on a provider recruitment and orientation campaign.

BEST COPY AVAILABLE

The Greater Houston Section's initial recruitment and orientation project utilized a variety of outreach tools to identify potential providers. In addition to advertisements in local newspapers, volunteers contacted over 200 community groups — churches, synagogues, civic and business groups, women's organizations, and pediatricians' offices — to enlist their assistance in posting flyers and publicizing the recruitment campaign in bulletins. Section volunteers also helped maintain Initiatives for Children's family day care listings, updating vacancy information for 500 providers.

The Section identified 245 potential new providers, and helped 50 become registered, opening up 198 new spaces for children. The newly-registered providers were offered training on health and safety, child development and guidance, nutrition, and business management. Local providers helped plan and conduct the project. Then the Texas Department of Human Services began holding its own provider orientation sessions, which eventually became mandatory for all newly-regulated providers. With the state carrying out its old recruitment and orientation role, the Section changed the focus of its family day care project to advocacy.

The Section began its current zoning advocacy project by working on the local level as part of the Greater Houston Alliance for Better Child Care (GHABCC) and with the regional provider association. The advocacy campaign began in May, 1989, when the Section began responding to forced closures of family day care homes in some deed-restricted neighborhoods. (In the state of Texas land use is governed by a mixture of deed restrictions and zoning ordinances. Houston, for instance, relies only on deed restrictions.) The Section presided at a strategy meeting that involved 50 threatened providers and Initiatives for Children.

The following November, the Section testified at a City Council meeting on family day care and deed restrictions, and was appointed to serve on the Mayor's Task Force to resolve the problem. The city task force drafted guidelines with input from the council of homeowners associations. The City Council, however, was not able to support these efforts due to local laws requiring the city attorney to enforce local deed restrictions. The task force then changed its focus and sent its model to the state House Subcommittee on Child Care. The Subcommittee utilized this model in designing a statewide child care legislative package.

The GHABCC continued to play a leading role in advocating for passage of statewide legislation to allow registered family child care homes to operate legally in restricted neighborhoods. After the House and Senate bills (HB 1087 and SB 1082) failed to pass in the 1991 session, the GHABCC began preparing for the next session in January, 1993. Their preparations focused on two fronts: one, to work out a compromise with the council of Houston homeowner associations, because Houston is the main obstacle to a statewide solution; and two, to influence the newly formed Houston Zoning Commission, in charge of drafting Houston's first ever zoning plan, so that family child care would be included at the start of the plan. The GHABCC worked with other child care networks, including the United Way of Texas Child Care Working Group and the Texas Professional Home Child Care Association. The Section also continued to work closely with Initiatives for Children, serving on its board, and chaired the Public Policy Committee concerned with a state solution to the family day care issue.

The Section's advocacy tactics included: an NCJW advocacy day in Austin, where volunteers educated their state legislators about the bills; mailings and phone calls to providers, parents, child care organizations, employers and women's professional organizations to get them involved in the advocacy campaign; and the collection of 500 endorsement cards by the GHABCC, which showed regional support for the principles outlined in the bill. In October, 1990, the GHABCC sponsored presentations by an attorney from San Francisco's Child Care Law Center for parents, providers, employers, homeowners and community-based groups.

Site: TEANECK, NJ

Activity: Surveying Local Zoning Ordinances and Lobbying to Pass Statewide Legislation

The NCJW Greater Teaneck Section (Bergen County) organized a committee of public, private, and volunteer organizations in the Fall of 1988 to examine the need for child care in Bergen County. The committee identified zoning restrictions as a major barrier to increasing the supply and quality of family day care. In the Fall of 1989 the committee became the Bergen County Family Day Care Coalition; it included the Bergen County Child Care Coordinating Council, the state-run resource and referral agency (Bergen County Department of Human Services' Office for Children), Corporate Family Resources, the Girl Scout Council of Bergen County, the Health and Welfare Council of Bergen County, the League of Women Voters of Bergen County, the National Association of Negro Business and Professional Women, the Teaneck NCJW Section, Planned Parenthood, Programs for Parents, the Social Service Federation, and the United Way of Bergen County.

Using the Child Care Law Center's *Family Day Care Zoning Advocacy Guide,* the Coalition initially surveyed the zoning ordinances in five towns and cities in Bergen County and found a great need for advocacy in Hackensack. The Coalition organized an educational breakfast in January, 1990 for Hackensack's planning and zoning boards, city council, and mayor to discuss family day care and zoning. The Coalition also organized extensive media coverage on local zoning issues. Mahwah and other communities picked up on the press coverage and expressed interest in the issue.

The Coalition became aware, however, that working on a town-by-town basis was extremely slow, and officials were frequently unresponsive.

The coalition therefore changed its strategy to a state-level approach. The Section started advocating for passage of a bill to make small family day care homes a permitted activity in all residential zones throughout the state. The Section worked closely with the state legislator who sponsored the bill and set up a statewide network of child care advocates to support it. With the help of Section advocates, S-1595, which had long remained in committee, was brought to the floor of the state Senate and passed 30-1. A-3585/3790 then passed from committee to the Assembly floor, where background checks on family day care providers became a partisan political issue. After extensive lobbying by the Coalition, the bill finally passed, and the Governor signed it into law in September, 1991. For its crucial role in lobbying and helping to pass the bill, the Teaneck Section received a Citation of Commendations and Praise from the New Jersey State Senate.

After the state family day care legislation passed, the Section, in cooperation with the Coalition, planned to develop a project to recruit and train family day care providers and to educate the community about family day care.

Site: ST. LOUIS, MO

Activities: Passing a Less Restrictive Local Zoning Ordinance; Helping Providers Applying for State Licenses; Child Care Fair to Educate the Public

The NCJW St. Louis Section supported family day care through zoning advocacy, developing resources for providers, and educating the community.

The Section worked with the St. Louis affiliate of the National Black Child Development Institute (NBCDI) to pass a less restrictive local zoning ordinance. The amendment to the county's zoning code permits small day care homes in all neighborhoods of the unincorporated areas of St. Louis County. The Section and NBCDI wrote letters to local newspapers and key policy makers, and also testified at public hearings. They used the Child Care Law Center's *Family Day Care Zoning Advocacy Guide.*

In addition to their work at the local level, the Section and NBCDI met with state representatives to encourage the development of legislation at the state level that would make family day care a permitted use in all residential areas. Based on these discussions, a bill was introduced in the state legislature in January, 1990.

The NCJW St. Louis Section worked with local family day care provider associations to organize a fair for local families. The event helped raise parents' awareness about zoning problems facing family day care providers and also provided entertainment. *Choosing Family Child Care: A Parent Handbook,* a publication of the NFDCP, was distributed. Proceeds from the event were used to offset the legal fees providers incurred as a result of zoning difficulties.

A coalition comprised of the NCJW Section, NBCDI, and the Child Day Care Association (CDCA) prepared a packet of materials for providers applying for a state family day care license. The packet explained the licensing process as well as the specific forms used, and offered general materials on the family day care profession. Coalition volunteers made follow-up calls to providers, to answer any questions and offer support.

As a result of the Section's extensive work in the St. Louis child care community, in July, 1990 the Section joined forces with the Junior League, NBCDI, and CDCA to create the St. Louis Regional Child Care Partnership. They established this independent organization to identify and prioritize local child care issues and to help develop creative recommendations and methods for implementation. The group aimed to accomplish this by establishing broad-based community task forces. The Partnership hired a director to work on a part time basis to coordinate all efforts of the project. A Coordinating Council comprised of representatives from many sectors of the community supervised the director. The NCJW Section, NBCDI, the Junior League, and the Child Day Care Association held permanent positions on the Board.

Site: NASSAU COUNTY, NY

Activity: Researching Local Zoning Ordinances

The NCJW South Shore Section (Nassau County, Long Island) began its project by working with the local resource and referral agency (the Day Care Council of Nassau County) to revise the local zoning ordinances in Nassau County, most of which had restricted the operation of family day care homes. Section volunteers researched exactly how the local zoning ordinances affected family day care in more than 50 municipalities. The Section found that towns consistently banned family day care as commercial use of property. The Section used the Child Care Law Center's *Family Day Care Zoning Advocacy Guide* to direct its research.

The State Supreme Court later ruled that family day care is a normal and usual use of a home, a decision that overrode local zoning restrictions on family day care. As a follow-up, state legislation was passed and is now in effect that supersedes local zoning restrictions on family day care in all residential neighborhoods.

The South Shore Child Care Coalition, which has three NCJW Section representatives and the active support of the Section's members, cooperated with the Day Care Council in providing child care training courses in several school districts.

Strategy: Organizing Family Day Care Community Education Campaigns

GOAL: Run education campaigns to assist parents in choosing quality care, to encourage policy makers to support family day care, and to raise public awareness about the value of family day care.

Types of NFDCP site activities included:

- Distributing parent handbooks (in English and Spanish) on choosing quality family child care;
- Organizing community child care fairs to facilitate parents and providers meeting;
- Organizing legislative conferences and employer seminars on child care;
- Providing information and support for newspaper articles on child care.

Site: FAIRFAX COUNTY, VA

Activity: Consumer Education Campaign for Parents

The NCJW Northern Virginia Section (Fairfax County) conducted a consumer education campaign for parents on how to choose family child care. NCJW worked with an advisory committee, which included the local provider association, the local resource and referral agency (Fairfax County Office for Children), the Association for the Education of Young Children, and the Annandale Christian Community for Action.

The Section produced 5,000 copies of *Choosing Family Child Care: A Handbook for Parents,* and raised over $1,000 in contributions from local businesses to cover the costs. *Choosing Family Child Care* was developed by the Northern Virginia Section and the National Family Day Care Project staff as a resource for parents across the country. It is a 20-page illustrated guide that gives parents the information and confidence they need to identify quality family child care. It also offers suggestions to help parents and children adjust to the new child care situation and establish good relations with their caregivers. *Choosing Family Child Care* was written by Kathy Modigliani, Research Scientist at Bank Street College of Education, under a sub-contract to the NFDCP. Patty Moskowitz illustrated the Handbook, and Karen Gwynn did the lay out; they are both volunteers from the NCJW Northern Virginia Section.

In November, 1989, the Section introduced the handbook to the community at a consumer education forum. Eleven community agencies helped NCJW distribute *Choosing Family Child Care,* including the Fairfax County Office for

Children, Infant/Toddler Family Day Care of Northern Virginia, the local family day care provider association, the Annandale Christian Community for Action, the library system, and the NOVA Child Development Center. The local resource and referral agency distributed the handbook to parents calling the office about finding family day care. The agency also distributed *Choosing Family Child Care* to providers, for them to pass on to prospective parents, and for the providers themselves to understand better what parents look for in a quality family day care program.

Site: INDIANAPOLIS, IN

Activity: Child Care Fairs to Educate the Public

In 1989, the NCJW Indianapolis Section sponsored its first child care fair, to educate parents about local resources and services. Held at the Jewish Community Center and attended by 200 people, the fair included representatives from a family day care association, resource and referral agencies, child care centers, community businesses, the local YWCA, and programs for before- and after-school care, special needs children, and mildly ill children. In addition to the exhibitors, the fair included workshops on choosing quality child care, local referral systems, and special needs children.

A local television station publicized the fair through news and public service announcements. The Advisory Board for the fair included the YWCA, the Indiana Day Nursery Association, the Indiana Alliance for Better Child Care, the Greater Indianapolis Progress Committee (a local public-private partnership), and a local professor of early childhood education.

The following year, the Section held its second child care fair at the Indianapolis Zoo. Attended by 1,000 people, the fair included more exhibitors than the previous year and featured regional child care experts who spoke on issues such as early childhood development. The Section sold copies of *Choosing Family Child Care: A Handbook for Parents,* a publication of the National Family Day Care Project. Co-sponsored by Indiana National Bank, the event also was underwritten by Indiana Bell, Merchants National Bank, and local businesses, which distributed flyers about the fair to their employees. A local television station provided additional publicity.

In 1991 the Indianapolis Section initiated a city-wide effort to increase employer-supported child care, in conjunction with the Indianapolis Chamber of Commerce and the Community Service Council (a division of United Way). The Chamber surveyed all of its members with five or more employees about what kinds of services and information they needed most. Results of the survey indicated that employers wanted general information about child care, and information on available resource and referral services. The Section then began working with its partners to develop the best means for reaching employers and employees with information regarding locally available child care options.

Site: PITTSBURGH, PA

Activities: Legislative Conference on Child Care; Writing and Lobbying for a Statewide Registration and Training Bill

In October, 1989 the NCJW Pittsburgh Section worked with the League of Women Voters, the Junior League of Pittsburgh, Employers and Child Care (part of the Chamber of Commerce), the University of Pittsburgh's Office of Child Development, and the United Way of Allegheny County to sponsor a child care conference for federal, state, and local legislators. Nearly 100 people attended the conference, entitled "Child Care: What's Missing? What's Needed?" Dr. Jay Belsky, a professor at Penn State University, gave the keynote address on the importance of regulations in providing affordable, accessible, quality child care. A joint position paper was presented, and recommendations were made at the end of the conference on how to provide better child care services.

One of the recommendations from the conference was to work on writing a child care bill. The original conference planning committee officially became the Committee to Improve Child Care (CICC). The Committee met with key state legislators to write a bill establishing a state Department of Children and providing for registration of family day care homes along with training for providers. A resource and referral program was also included in the plan. A similar bill was introduced that had the additional provision of an exemption for religious-based day care from certain non-health and safety regulations. The CICC opposed this exemption provision and built a coalition that worked successfully to defeat it in the state senate. In 1992 the CICC planned to strengthen this coalition to continue lobbying for legislation to improve the quality of family day care across the state.

Site: DETROIT, MI

Activities: Educating Parents about Choosing Family Child Care; Advocating to Improve State Zoning Ordinances

The NCJW Greater Detroit Section worked with the state resource and referral agency (Community Coordinated Child Care — 4Cs) to distribute 3,000 copies of *Choosing Family Child Care: A Handbook for Parents* throughout the state. *Choosing Family Child Care* is a publication of the National Family Day Care Project (see the National Family Day Care Project's publications list for more information).

For the back cover of the booklet, the Section developed a customized list of organizations and agencies in Michigan

that provide family day care services and resources. Four local 4Cs distributed the booklet to parents who inquired about family day care. Working closely with Dayton Hudson's *Family-to-Family Initiative,* the Greater Detroit Section and the 4Cs are now in the process of securing funding for a second printing.

The Section also participated in a local zoning advocacy campaign. It worked with the 4Cs to advocate for state legislation that would permit small family day care homes in residential zones in all cities in Michigan. (Small family day care homes are already allowed in all other municipalities.) The Section and the 4Cs organized a massive postcard mailing to state legislators to urge them to pass the bill. The 1,500 registered family day care providers in Oakland County received postcards for their parents/clients to send to their state legislators. The 3,000 members of the Detroit Section also received postcards to mail to their legislators. Despite these mobilization efforts, the bill sat pending in the state legislature for a year and a half. It was reintroduced in Fall, 1991, and the Detroit Section planned to lobby for it during the 1991-92 legislative session.

Site: EL PASO, TX

Activity: Educating Parents about Choosing Quality Child Care

The NCJW El Paso Section worked with the Texas Department of Human Services (DHS) to develop a consumer guide in English and Spanish, entitled *Choosing Quality Child Care: A Handbook for Parents.* The Section took some of the material for the guide from the NCJW publication *Choosing Family Child Care,* and some from the book *Choosing Quality Child Care* by Austin Families, Inc. The El Paso Section and DHS developed the remainder of the contents of the guide jointly. They customized the presentation of the material taken from the other publications, included a list of local family day care resources, and added a Spanish translation of the text.

The Section distributed 5,000 copies of the booklet and 10,000 one-page checklists for parents (also in English and Spanish) at child birth classes, obstetricians' and pediatricians' offices, maternity wards, birthing centers, malls, and libraries. The Section received a $5,000 grant from the Levi Strauss Foundation to support this project.

Copies of the guide are available from the NCJW El Paso Section, PO Box 12412, El Paso, TX 79913.

Site: BROWARD COUNTY, FL

Activity: Child Care Fair to Educate the Public

In April, 1990, during the Week of the Young Child, the NCJW University Section (Broward County) worked with its community resource and referral agency (the Child Care Connection) and local corporations to sponsor a child care fair for local families. Representatives from the family day care association, individual family day care homes, child care centers, and nursery schools rented booths at nominal cost and distributed information about their services. The Section distributed *Choosing Family Child Care: A Handbook for Parents,* a publication of NCJW's National Family Day Care Project (see the National Family Day Care Project's publications list for more information). Events and activities for children included a magic show, karate and dance demonstrations, and story time, as well as a raffle for savings bonds and a free birthday party.

The advisory board for each of the fairs included a US representative, state senators, the mayor, city commissioners, school board members, and mayors of neighboring cities. The Section raised funds to cover the costs of the fair through corporate sponsorship and by charging physicians who specialize in children's medicine to rent booths. Publicity for the fair appeared in the local newspapers and on local television calendars and radio stations. The Section also distributed flyers to 18,000 elementary school children in northwestern Broward County. A second fair (with a similar program) was held in March, 1991, and a third is planned for April, 1992, in response to the positive reaction in the community, especially among providers.

Site: COLUMBUS, OH

Activities: Child Care Fair to Educate the Public; Supporting a Family Day Care Track at the Statewide Child Care Conference

In April, 1990 the NCJW Columbus Section co-sponsored a child care fair for families in the Columbus community and surrounding areas, along with the local resource and referral agency (Action for Children) and the Columbus Association for the Education of Young Children (AEYC). The fair was held in conjunction with the Week of the Young Child, and 1,000 people attended. The event included booths where agencies sponsoring family day care homes, individual family day care providers, child care centers, and in-home child care services distributed information about their services. The fair also offered a variety of workshops, including one for parents on how to choose quality family day care.

In 1991, the Columbus Section joined forces with NCJW volunteers in Cincinnati and Cleveland to co-sponsor a family day care track at the state AEYC annual conference. The three NCJW Sections donated funding to subsidize the registration fees of the family day care providers attending the conference, thus reducing a major barrier to provider attendance.

Site: AKRON, OH

Activity: Educating Parents about Choosing Family Child Care

The NCJW Akron Section worked with the local resource and referral agency, "Info Line's" Child Care Connection, to help distribute 1,000 copies of *Choosing Family Child Care: A Handbook for Parents* throughout the greater Akron area. *Choosing Family Child Care* is a publication of the National Family Day Care Project (see the National Family Day Care Project's publications list for more information). "Info Line" included a copy of the booklet in the materials it sent to potential family day care providers as well as to parents who inquired about family child care for their own children. The Section also distributed copies through Jewish Family Services, women's resource centers of area hospitals, and obstetricians' offices. The Section contacted Planned Parenthood and other community organizations to investigate additional means of distribution.

The Akron Section discovered that the networking involved in the process of distributing the booklet helped them make new contacts in the area, which were likely to lead to the development of new partnerships.

Site: SOUTH COOK, IL

Activity: Educating the Public through Newspaper Articles

While working with the Chamber of Commerce on a seminar for employers, the South Cook Section established a relationship with the local newspaper, *The Star*. Section volunteers provided information and support which sustained an ongoing series of articles about employers and child care, "Taking Care of Day Care." A number of articles covered family day care specifically, including information on employer support for family day care, the importance of family day care providers, and statistics highlighting the wide use of family day care in the United States.

National Family Day Care Project Publications

Highlights Of The National Family Day Care Project (1988-1992)

Twenty-page overview includes a commentary by Dr. Edward Zigler, Director, Yale University Bush Center in Child Development and Social Policy, a discussion of the benefits of working with advisors and partners, and 29 case studies of successful projects.

Information Sheets

One-page Information Sheets discuss the complicated issues around child care. They present information in a concise format for use in newsletters and presentations and for distribution to legislators, providers, etc.

1) **Facts About Family Day Care**
2) **Facts About Family Day Care Regulation**
3) **Facts About Employers and Child Care**
4) **Facts About Child Care**
5) **Facts About Volunteers**
6) **Why Work With Advisors and Partners?**
7) **Volunteer Organizations: Community Partners in Child Care**

Choosing Family Child Care: A Handbook For Parents

Twenty-page illustrated guide gives parents the information and confidence they need to identify high quality family child care. It also offers suggestions to help parents and children adjust to new child care situations, and establish good relations with their providers.

The Hard Questions In Family Day Care: National Issues And Exemplary Programs

One-hundred-twenty-page report based on three-day round table sponsored by the National Family Day Care Project in cooperation with Yale University's Bush Center in Child Development and Social Policy. Includes discussion of promising practices, profiles of exemplary programs, and an annotated bibliography of resources.

Employers And Family Day Care

Twenty-page paper explores family day care as one of the options for employer supported child care. Employers' motivations for working with family day care are described, as are some of the obstacles employers encounter and how they overcome them. Included are corporate examples, an annotated bibliography of resources, and suggestions for increasing corporate involvement. This paper was commissioned by Save the Children's Child Care Support Center.

A Marketing Kit For Family Day Care Providers

This packet, designed by a team of family day care specialists and market researchers, is designed to improve the image of family day care. The kit includes: a guide to designing family day care environments; fact sheets, tip sheets, and a self assessment checklist for providers; a photo journal; and several articles on improving family day care's image.

The Partnership Guide: Strategies For Supporting Family Day Care In Your Community

The 56-page guide provides "how-to" information for child care and other community-based organizations concerned with family day care. It includes information on networking, choosing and designing a project, raising funds and working with volunteers. It also contains case studies of the demonstration projects developed by the NFDCP.

For prices and ordering information, contact:

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